

# ANNUAL REPORT



**FY2021  
JULY 1, 2020-  
JUNE 30, 2021**

Partnership  
with Social  
Services-7

Breakfast, lunch  
& tablets for  
families-8

Bus donation  
provides more  
needed  
mobility-12

SHORE UP! INC. ANNUAL REPORT  
EXECUTIVE DIRECTOR-FREDDY L. MITCHELL  
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OFFICE OF DEVELOPMENT & COMMUNICATIONS

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# **SHORE UP!**

## **ABOUT US**

**MISSION: SHORE UP! Inc. is dedicated to revitalizing communities and empowering individuals and families to maintain long-term independence and achieve economic security.**

**VISION: SHORE UP! Inc. envisions a community where individuals and families have the opportunities and resources to live with dignity and achieve their fullest potential.**

**\*SHORE UP!'s Tripartite Board of Directors is as follows:**

### **BOARD OFFICERS**



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**Tyrone Chase, PhD, Interim Secretary**

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Ivory Smith  
Dr. Bernita Sims-Tucker**

*In an effort to create an economically self-sufficient community, SHORE UP! Inc. has established six priorities and agency goals. Here's what you should know about each of our agency goals:*

# Agency Goals

## **1. Education**

To promote high-quality early care and educational opportunities for children and families that will ensure school-readiness for young children. SHORE UP! will also help build skills and competencies for youth and adults to achieve lifelong learning and compete in an increasingly global marketplace.

## **2. Employment**

To assist families to prepare for, obtain and maintain stable employment that provides sufficient income and benefits; a reasonable standard of living; and increase their capacity to budget, save for the future and increase family assets.

## **3. Housing**

To help customers find and maintain safe, sanitary, affordable homes with adequate space; to prevent eviction and foreclosure; and to preserve and develop affordable housing.

## **4. Family Support Services**

To provide programs and resources to assist families to obtain stability in the areas of financial literacy, nutrition and transportation. Family support services will also help individuals to address issues such as crime, domestic violence and incarceration and re-entry.

## **5. Health Care, Nutrition and Disabilities**

To help families obtain reliable, affordable, safe and quality health care services; promote accessibility; and provide resources that will aid children and families in achieving and maintaining optimal well-being and a healthy lifestyle.

## **6. Agency Capacity and Accountability**

To implement quality programs that build beyond sustainability to ensure the agency can effectively compete and serve as community needs and resources change.



**Foster Grandparent Romaine Bridell embraces a student enrolled in the Berlin Center**



# ***MESSAGE FROM THE EXECUTIVE DIRECTOR & BOARD CHAIR***



**Freddy L. Mitchell**  
**Executive Director**



**Elroy Brittingham**  
**Board Chair**

For the majority of Fiscal Year (FY) 2021, SHORE UP! Inc. and organizations across the country faced an unprecedented challenge- COVID-19. During the height of the pandemic, our offices across the seven-county service area began to close to the general public; much of the staff worked virtually; Head Start and Early Head Start centers transitioned to online learning; and the agency was forced to layoff some employees. The Board of Directors, myself and agency Administrators engaged in research and honed in on our ingenuity to craft never before needed policies that were now essential, such as handling sick leave for employees in quarantine or isolation, mask guidance, international travel and much more.

A pandemic many thought would have almost ended by now, has acquired variants and is still wreaking havoc. Our offices remain closed to the general public, and we are still learning how to appropriately handle mask mandates, vaccine requirements, to keep our staff mentally healthy, and to implement any other new initiatives to ensure the safety of all employees and our clients. Despite the hurdles, SHORE UP!'s staff has been working diligently, and I am extremely proud to report the results and activities in this FY21 Annual Report.

The outcomes for this FY remained relatively static with some increases. Unemployed adults who gained employment totaled 79; 46 participants improved their financial well-being; 80 households experienced energy efficiency and/or energy burden reduction in their home; over 4,000 households avoided utility shutoff; 160 households avoided eviction, and much more.

The agency's biggest assignment this Fiscal Year was the development of a Community Needs Assessment. Every three years, SHORE UP! is required to administer surveys to the general public and stakeholders, and to examine US Census and other relative data. These two tools help the agency to assess unmet needs and gather some insight into the underlying causes of poverty. Thanks to the assessment team and our agency consultant, Heartland Grant Solutions, many of the results of this assessment will be implemented in FY22 and throughout the next two years.

One of the biggest shifts will be the re-focus of our Head Start and Early Head Start programs. The assessment indicated a larger number of infants and toddlers in poverty with fewer slots to serve them. Therefore, SHORE UP! has reduced the number of Head Start children to be served, while increasing the number of Early Head Start children and families receiving support. The onset of Pre-K expansion in the public school system also factored into this decision.

Throughout this FY's Annual Report, there are success stories too, like the agency's partnership with Social Services to enhance financial literacy and other educational opportunities; how we continued to provide for our Head Start and Early Head Start families during the beginning of the pandemic; and a bus donation that will make a difference in the lives of many seniors.

I am proud to say that SHORE UP! continues to persevere despite the obstacles. We have, and we will always, advance our purpose of "helping people and changing lives."

# EDUCATION & EMPLOYMENT SERVICES

SHORE UP! utilizes partnerships with area community colleges and various businesses to ensure customers gain jobs paying a livable wage. Skills training, career assessment, job matching, job search workshops, reemployment services and other mechanisms are used for the attainment of gainful employment. Many of these services are provided through SHORE UP!'s Two Generation Whole Family Approach program, assisting families in combatting intergenerational poverty through education, work, financial literacy and early learning.

Using the Two Generation Approach, interested individuals may be enrolled in GED Prep courses, receive a Commercial Driver's License, or become a Certified Nursing Assistant.

The learning can start early too. Programs like Head Start and Early Head Start prepare children for Kindergarten. Using a Whole Family Approach, staff also work with the parents to find effective methods in dealing with issues like illiteracy, single parenting, health and nutrition, budget, finances and more.



**79**

*Unemployed adults gained employment*



**46**

*Participants reported improved financial well-being*



**170**

*Children and their families are funded  
for enrollment in Head Start*



**402**

*Children and their families are funded  
for enrollment in Early Head Start*

# AGENCY LAUNCHES PARTNERSHIP FOR FINANCIAL LITERACY & GED PREP



**Dec. 2020**-SHORE UP! Inc. has launched a partnership with Queen Anne's, Wicomico, Worcester and Somerset Departments of Social Services (DSS) to aid county residents in financial literacy and GED (General Educational Development) attainment. The effort is a part of the agency's Two Generation (2Gen) Whole Family Approach program. According to Kaleel Neal, program coordinator, 2Gen helps individuals and families to combat intergenerational poverty.

"The 2Gen program is focused on helping families to move towards achieving self-sufficiency," says Neal. "The three priorities for achieving this sufficiency is through education and work, building family wealth through financial literacy, and supporting children's success through early learning."

Financial literacy, one of the three priorities, is a focus of this latest partnership. Neal says the DSS will serve as a referral source for the agency's financial literacy classes, sending their clients to SHORE UP! Participants will be engaged in a brief overview of budgeting, including tracking income and expenses, creating a budget, understanding credit, as well as developing goals and savings. Classes are free for eligible applicants and will be held via Zoom. Eligible applicants for the financial literacy or GED course must be receiving assistance from Social Services or the Christian Shelter. All qualified applicants must meet the income guidelines at 200% of the poverty level.

Once DSS participants who meet the agency's income guidelines complete Financial Literacy classes, they are also eligible for other services SHORE UP! offers, like the 2Gen and GED programs. Additionally, Financial Literacy attendees will have the opportunity to take advantage of SHORE UP!'S GED Preparation course. GED classes may take place at the home and are self-paced.

"Software provides the necessary educational supplements, as well as various assignments, to prepare individuals to take the GED test," says Neal. "However, the test, which contains a Math, Reading and Career component, will be administered by Wor-Wic Community College or the Board of Education."

There is also an added incentive available in Wicomico County. SHORE UP! will send its clients to the Wicomico County Job Readiness program. According to Neal, Job Readiness will help individuals with resume building, interviewing skills and other types of training that will assist them in obtaining employment.

# SHORE UP! PROVIDES BREAKFAST, LUNCH AND TABLETS FOR FAMILIES



*(l-r) Jewell Burgess and Angie Griffin are busy packing lunches for families at the Salisbury Center. Not pictured: Karen Evans*

**Sept. 22, 2020**-SHORE UP! Inc. officially began virtual learning Tuesday, Sept. 8, and staff members have been busy providing tablets and lunches for the families.

Friday, Sept. 4, 2020 marked the first day that SHORE UP! provided bagged lunches to the families of Early Head Start and Head Start students in all of the agency's service areas, including Wicomico, Worcester, Queen Anne's, Somerset, Talbot, Dorchester and Kent counties.

Head Cook Supervisor Jewell Burgess, along with Angie Griffin and Karen Evans, were busy packing food for families at the Salisbury Center.

"We bag items like sweet peas, corn, carrots, mixed fruit, cans of tuna fish, chicken salad and milk," said Burgess. "We pack for breakfast, lunch and provide a snack."

In addition to breakfast and lunch, the agency is also providing tablets to families for virtual learning.

"SHORE UP! Inc. works with low to moderate income families who often do not own a laptop and/or smart device and do not have Internet access," says Dr. Corey Bowen, Early Head Start and Head Start director. "That's why SHORE UP! is providing tablets to all of our families. These tablets are equipped with built-in Wi-Fi. In cases where there is no accessible Wi-Fi, we are offering Hotspots for families so their children are still able to receive instruction."

Lunches are being provided daily during the agency's virtual learning period, and tablets are being distributed to enrolled children.



# HOUSING

Each year, SHORE UP! aids a number of individuals in finding decent and affordable housing. In order to accomplish that goal, the agency provides various housing services, like budget and credit counseling, first-time homebuyer education, post purchase education, and default and delinquency education. No matter the service, customers begin to understand the responsibilities of owning and/or renting a home.

In addition to housing counseling, under the umbrella of housing, SHORE UP! offers subsidized housing units in Somerset County. Loretta Village is comprised of elderly housing units for seniors 62 and up. There are also multi-family units for individuals 18 and over.

Weatherization and Housing Preservation are two additional aspects of housing. Weatherization lowers energy costs by stopping heat loss and offering improvements to make heating systems more efficient. Housing Preservation is just that, preserving, or making repairs to the home, ensuring that homes are more comfortable and safe.

Under Energy Assistance, SHORE UP! offers grants to customers to help them pay current or delinquent home heating and electric bills. Low-income families may also be protected from utility turn-offs during the heating season.

This year, SHORE UP! also acquired CARES funding and Community Development Block Grant funding through Wicomico County to offer rental and utility assistance to homes that suffered a financial loss due to COVID.

**80**

*Households experienced energy efficiency and/or energy burden reduction in their home.*

**4**

*Participants used their assets to purchase a home /achieve home ownership*

**4,214**

*Households avoided utility shut off*

**160**

*Households avoided eviction*

**18**

*Households experienced improved health and safety due to improvements within their home*

# SHORE UP! TO BEGIN ACCEPTING APPLICATIONS FOR ENERGY ASSISTANCE



***Lauren Dorman***

**June 30, 2021**-Lauren Dorman can recall applying to receive funding from SHORE UP!'s Energy Assistance Program in the early 2000's. She was a little hesitant at first about submitting an application, but the resource was essential during some rough patches.

"I was a single parent raising a child, and my Electric became more than I could pay," recalls Dorman. "I was a little proud, but I wasn't too proud to accept something that was meant to really just help me."

SHORE UP!'s Energy Assistance Program will begin its new season on Thursday, July 1, 2021, with agency staff and Delmarva Power representatives on hand to help more individuals like Dorman.

A new Energy season means that if customers applied for Energy Assistance in 2020, they may again apply to receive grant funds for a New Year, 2021. Individuals or families who meet the income eligibility guidelines and reside in Wicomico, Somerset or Worcester Counties, may apply for support and may receive payment for current or delinquent electric bills. Payments will be made to the recipient's electrical providers, including Delmarva Power, Choptank Electric Cooperative, the Town of Berlin or A&N Electric.

According to Wicomico County Energy Coordinator Keith White, applications submitted in July are for the winter that is coming and for electric assistance.

"In July, those who apply for the Electric Universal Services Program, providing financial assistance for electric bills only, will receive funding around August," says White. "Funding for the heating grant, or the Maryland Energy Assistance Program, will be between October and November."

July 1 will not only be the first day to apply for assistance, but Delmarva Power representatives will be at the Salisbury office from 9 a.m. to 3 p.m. to answer any questions customers may have regarding their bills.

Dorman, now a retired teacher, acknowledges the role that SHORE UP! played in her life, especially when she lost her mom and fiancé in the same year, making her situation even more difficult.

"Once you pay your bills, you feel satisfied and accomplished," says Dorman. "I really appreciate SHORE UP! The agency is a necessity and a blessing for a lot of people."

# HEALTH

Health is one of six agency goals. SHORE UP! ensures that clients understand the significance of good health, and works with them on improving health conditions.

First, children in the Head Start and Early Head Start programs receive medical, dental and mental assistance. Health and dental screenings are performed annually. Children also eat healthy food as a part of the Child and Adult Care Food program.

Another big health component is SHORE UP!'s Adult Day Services Program and Residential Services. Adult Day Services offers daily assistance to individuals with disabilities, ages 16 and up, and the elderly. Operating from the Shady Pines Center in Salisbury, Md., customers are provided a safe, friendly place to spend the day. Well-trained staff are on hand to present activities and to administer any needed medications. This program reduces isolation and helps participants to maintain an independent living situation for a longer period of time, preventing institutionalization.

Attendees will also receive transportation. An agency bus transports clients from the home to the center daily, and back home at the end of the day. Prior to COVID, transportation was also utilized for local field trips to events, the area mall and for shopping.

Residential services, like personal care, laundry, light housekeeping and respite care are provided to homebound chronically ill or disabled customers.

28

***Seniors 65+ maintained an independent living situation***



# CLIENTS TO GAIN ADDITIONAL MOBILITY WITH BUS DONATION



***Pictured (l-r) Brad Bellacicco, director of the Shore Transit Division, and James Trafton, director of Transportation for SHORE UP! Inc.***

**Feb. 26, 2021**-SHORE UP! Inc. was recently the recipient of a generous donation from Shore Transit. The public transit agency donated two buses to SHORE UP!

According to Brad Bellacicco, director for the Shore Transit Division, the buses were donated because they had exceeded the Federal Transit Administration's useable life criteria. They were provided to SHORE UP! primarily because of the agency's mission of revitalizing communities and empowering individuals and families to achieve economic security. Shore Transit, a division of the Tri-County Council for the Lower Eastern Shore of Maryland, is the regional public transportation agency for Somerset, Wicomico and Worcester counties.

"SHORE UP! has served the Lower Shore community well," says Bellacicco. "These buses are in relatively good shape. We are pleased to pass them to SHORE UP! Inc. to support their important mission. Since SHORE UP! is a Maryland Transit Administration (MTA) 5310 grant recipient, we are allowed to pass these surplus buses to them as another MTA approved transportation provider."

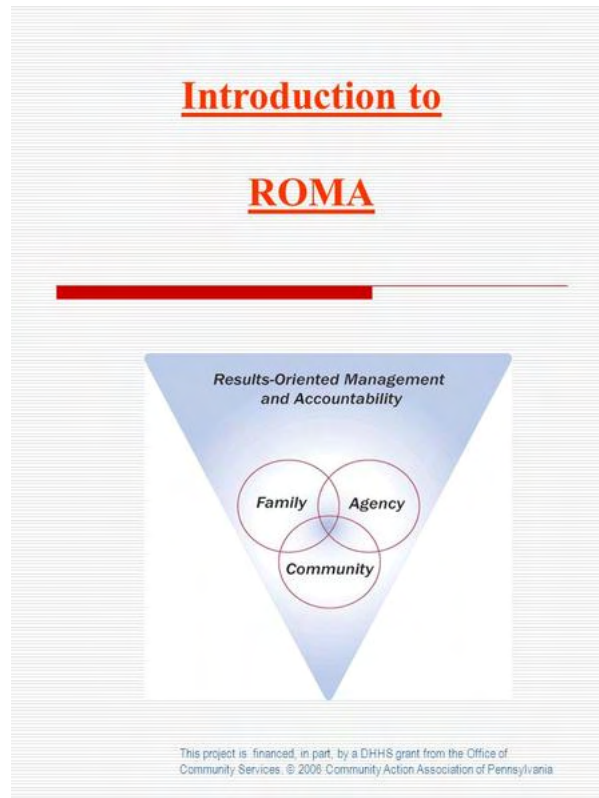
The additional buses will be utilized to serve clients in SHORE UP!'s Adult Day Services program, operating in the Shady Pines Center located in Salisbury, Md. The program offers daily care to individuals with disabilities, ages 16 and up, and the elderly. Buses will be added to the agency's current fleet to transport Adult Day Services program participants to and from home and on other occasional local trips, such as the area mall and grocery shopping.

"We are so appreciative of this donation from our community partner, Shore Transit," says Freddy L. Mitchell, Executive Director for SHORE UP! Inc. "These additional buses will significantly impact the lives of clients who lack transportation and need medical supervision throughout the day, as well as their caregivers. Once we transport our clients to the center, they will engage in meaningful activities involving and improving their mental and cognitive processes. Care throughout the day will also ease the burden on their families and/or caregivers."



# CLIENTS & STAFF TRAINING

Annually, SHORE UP! serves approximately 12,000 customers in various service areas. To meet the needs of these customers, staff must be knowledgeable. That's why professional development occurs often. Head Start and Early Head Start staff engage in Professional Development Days for learning. Additionally, some agency employees are certified in ROMA, or Results Oriented Management and Accountability. These individuals focus on outcomes and understand how to properly implement programs, services and strategies for best results.



**270**

***Full-time staff increased their knowledge, skills and abilities to work with the agency***

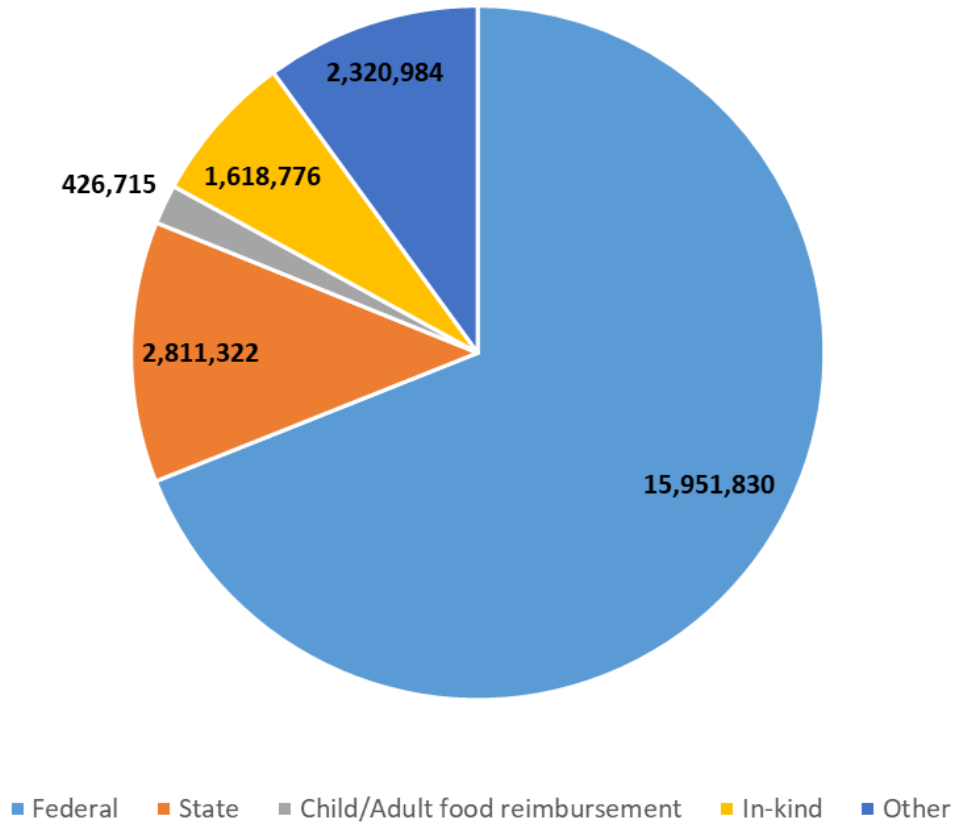
**3**

***Employees are ROMA certified***

# AGENCY REVENUE

## TOTAL=\$23,129,627

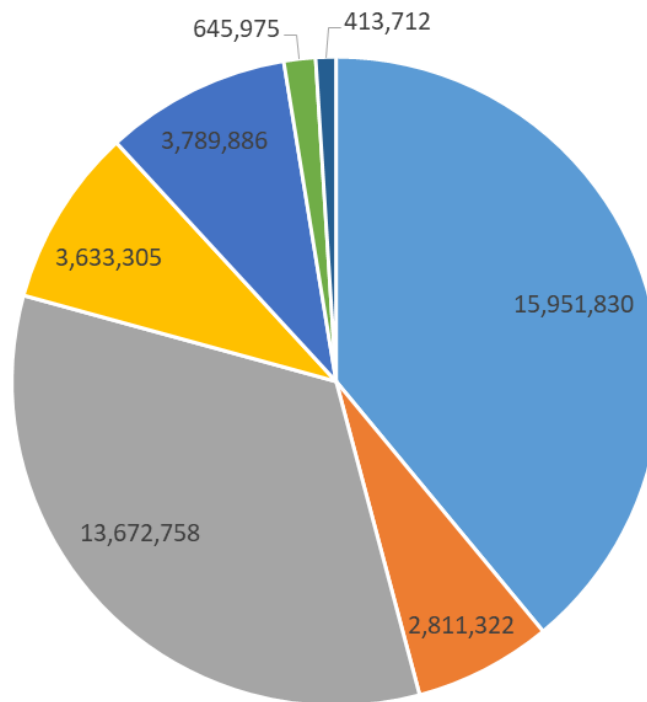
### Revenue



# AGENCY EXPENSES

## TOTAL=\$22,155,636

### Expenses



- Federal
- State
- Children & Family Services
- Housing & Community Development
- Management, General, Property & Equipment
- Healthcare & Senior Citizens
- Training & Employment Services



## Community Partners

Thank you to our many community partners who provide the resources and assistance essential in helping individuals and families gain long-term independence and economic security. Partners like:

Chesapeake College  
Chesapeake Health Care  
Choptank Community Health  
Community Foundation of the Eastern Shore  
Creative Spaces  
Delmarva Power  
Department of Oral Health  
Departments of Social Services-Somerset,  
Wicomico, Worcester  
Dorchester County Local Management Board  
Dorchester County Public Schools  
Eastern Oral Health and Outreach Program  
Federally Qualified Health Center-Medicaid Dental  
Judy Center  
Kent County Public Schools  
Marsha Beckett  
Perdue  
PNC Bank  
Project Right Steps  
Queen Anne's County Public Schools  
Salisbury University-Lower Shore Child Care  
Resource Center  
Somerset County  
Somerset County Public Schools  
Talbot County Public Schools  
Univ. of Maryland Cooperative Extension  
Univ. of Maryland Eastern Shore  
WBOC-Bless Our Children  
Wicomico County Board of Education  
Wicomico Bookmobile  
Wicomico County  
Wicomico County (WIC)  
Wicomico County Health Department  
Worcester County Public Schools  
Wor-Wic Community College

# Thank you!

## Company Information

Do you need assistance? Contact SHORE UP! Inc. today. There are approximately 15 programs to assist you in your journey to becoming self-sufficient.



**Call Now.**  
**410-749-1142**



**Central Office**  
**520 Snow Hill Rd.**  
**Salisbury, Md.**

**\*Locations also in Worcester, Dorchester, Kent, Talbot, Queen Anne's and Somerset counties**



***agency@shoreup.org***

***FIND SHORE UP! ON FACEBOOK, LINKEDIN & YOUTUBE***

**SHORE UP!**  
INC.



Helping People. Changing Lives.